

# Engineers Week

4 - 10 March 2017

## EVENT PLANNING GUIDE

### 1. PLAN YOUR EVENT

Here are some key questions that you should consider to ensure that you plan your event effectively.

#### What would a successful event look like?

What is the desired outcome/goal of the event? E.g. is it to raise awareness of your organisation in the community? To share information about careers in engineering? Or to inspire the next generation of engineers?

#### Do you need a budget?

Will your event incur any costs? Is there a budget for the event?

#### Who will organise the event?

Get buy-in at management level and from key personnel. Who will be involved in the event? How much time do they have? You may need more people than you think at first, especially if you are planning an in-company event.

#### Who is your target audience?

Decide on the target audience for your event. Is it primary school children, second-level students, parents, the general public, etc? Decide on audience numbers - how many people can you accommodate? Will you run one session on one day, or multiple sessions all week?

#### What will the content of your event be?

Decide on the structure and format of the event. Will it be an interactive talk, a workshop, a company tour, etc? Try to make your event engaging, interactive or hands-on. Make sure to give your audience a broad overview of engineering before getting into specifics.

#### Where and when will your event take place?

Decide on a day and time for your event. If your target audience is

schoolchildren, earlier in the week tends to work better, and mornings are generally better than afternoons.

Choose a venue or, for a company tour, decide what parts of the building will be open. Is security clearance needed? Are there any health & safety issues? Does your insurance cover visitors to your site?

Allow travel time for your audience to and from the venue, and think about how your audience will get to the venue. Are they within walking distance? If they need transport, who will provide (and pay for) this transport?

### 2. TELL US ABOUT YOUR EVENT

#### Submit the details of your event to [engineersweek.ie](http://engineersweek.ie)

We look forward to receiving your event details. Upload your event to [engineersweek.ie](http://engineersweek.ie). Contact STEPS on 01 665 1340 or email [steps@engineersireland.ie](mailto:steps@engineersireland.ie) to let us know what your plans are or to discuss event ideas together.

### 3. PROMOTE YOUR EVENT

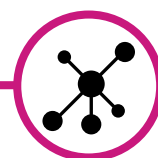
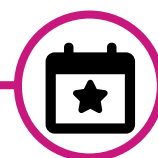
There are many ways to spread the word about your event:

- Place posters of the event in local schools, local businesses, cafes, shopping centres and local notice boards.
- If your event is for schoolchildren, why not issue a direct invite to a teacher or principal in the local area? If you don't already have a relationship with a school or if you are having difficulty connecting with local schools, ask the STEPS team to link you up with a local school.
- Do you need to advertise your event? You can list your event for free on [engineersweek.ie](http://engineersweek.ie), but it's a good idea to share your event with as many of your own networks (both online and offline) as possible. Email key contacts an invitation to your event or ask them to help you spread the word.

Organise an  
event

Invest in  
Engineering-in-a Box

Sponsor an  
event



Visit schools in  
your local area

Celebrate the  
engineering profession

Share on social  
media

- Will you be taking bookings for the event? Will you have an online system or take bookings over the phone? Who is in charge of this? (Event Brite is a handy, free tool for taking event bookings.)
- Share your activity on your company's Facebook, LinkedIn or Twitter accounts. Please use the hashtag #engweek17
- Explore our Engineers Week resources for useful promotional resources, as well as tips for promoting your event. Customisable posters, sample press releases and other useful resources are available here.

## 4. RUN YOUR EVENT

### Before the event

- Identify areas of responsibility and key tasks for personnel. It's better to overestimate the number of volunteers you will need. For a company tour or in-house event, don't forget you'll need people to greet and guide visitors through the building. If your audience is schoolchildren, choose your best communicators for talks and presentations.
- Are there any IT requirements on the day? If so, who is in charge of this?
- Confirm final numbers close to the event.
- Do a practice run-through and time the event. Write down event start and end times and how long each part of the event lasts. Circulate the timeline to everyone involved in your organisation. Build in extra time for delays.
- Who will gather evaluation? Assign one staff member and decide how you will distribute the surveys.

### During the event

- Make sure all staff have been briefed on the format and activities of the day.
- Run through emergency procedures with site visitors, and issue security lanyards if necessary.
- Note that teachers or authorised school personnel must accompany schoolchildren at all times.
- Take photos or video at your event. Make sure to get parental consent first if you are taking photos of schoolchildren, and do not identify individual children in photos. You can download a photo

consent form from our website.

- Talk about your event on your social media channels (abiding by the photo consent rules above). Use the hashtag #engweek17.
- Give each of your attendees an evaluation feedback survey to complete.
- After the event
- Thank everyone involved.
- Keep the names and contact details of your attendees so that you can target for future events.

## 5. EVALUATE YOUR EVENT

How do we know if an event has been carried out successfully and that it has made the right impact? One of the most important things to do is to collect feedback. Feedback allows us to understand why you are involved and what you hope to achieve from the experience. This in turn helps us to improve our services and resources. Importantly, without evaluation, we cannot apply for future funding. Your events make Engineers Week the success it is and your evaluation ensures it is a success in the future.

Event organisers can download evaluation surveys from the website. The surveys and their online links will also be emailed to all event organisers by the STEPS team.

### Engineers Week Feedback Survey – Attendees

- It is recommended that event organisers ask all attendees to complete the attendee feedback survey at the end of the event. Distribute hard copies of the survey or ask attendees to complete the survey online. Attendees who attend an event and complete the feedback survey could win a Tablet!

### Engineers Week Evaluation – Event organisers

- Evaluation should be done immediately after the event is over or the next day. Conduct a meeting with staff to evaluate your event. Complete the event organisers' feedback survey online and you could win a hamper for your organisation!
- Send us your photos, YouTube and blog site links if you have them, so that we can share them on our website!



### 5 TO 6 MONTHS IN ADVANCE:

- Identify volunteer engineers
- Set up an event team
- Determine a budget



### 3 TO 4 MONTHS IN ADVANCE:

- Identify a target audience
- Define your event
- Select location & time of the event



### 2 MONTHS IN ADVANCE:

- Register your event on [engineersweek.ie](http://engineersweek.ie)
- Merchandise deadline 16th January 2017
- Advertise your event or reach out to a local school



### 1 MONTH IN ADVANCE:

- Take invitees/attendees bookings & issue photo consent form
- Book a photographer or assign a volunteer
- Draft & issue press release to all relevant media



### 1 TO 2 WEEKS IN ADVANCE:

- Finalise requirements with key people
- Follow up with invitees/attendees
- Send press release & invitation to all relevant media